

Meeting Attendees	
Name	Organization
Margaret Donnelly (Co-Chair)	Missouri Department of Health and Senior Services
Scott Lakin (Co-Chair)	Lakin Consulting
Brian Colby	Alliance
Graciela Couchonnal	Health Care Foundation of Greater KC
Mary Jo Feldstein	St. Louis Area Business Health Coalition
Don Fowls	Infocrossing Healthcare Services
Laurel Green	Metropolitan Community College of Kansas City
Carol Hafley	Missouri Center for Patient Safety
Susan Hinck	Missouri Health Advocacy Alliance
Joy Jacobsen	CareEntrust
Lyn Konstaut	Missouri Department of Health and Senior Services
Jason Mitchell, MD	American Academy of Family Physicians
Beth Morell	Missouri Hospital Association
Barb Oerly	Infocrossing Healthcare Services
Joe Palm	DHSS
David Renfro	Availity, LLC
Toniann Richard	Health Care Coalition of Lafayette County
Scott Rowson	Missouri Department of Social Services
Jeff Schmitz	Object Computing, Inc.
Elizabeth Scott	Molina Healthcare of Missouri
Malcolm Spence	Object Computing, Inc.
Steve Totten	Object Computing, Inc.
Staff	
Charlotte Krebs	Primaris
Melinda Dutton	Manatt Health Solutions
Alice Lam	Manatt Health Solutions

Next Meeting	<p>Tuesday, December 15, 8:30-10:30AM Jefferson Building (205 Jefferson St., Jefferson City, MO) 10th floor, Conference Room B</p> <p><i>The Consumer Engagement Workgroup will meet bi-weekly in Jefferson City. In-person attendance is strongly recommended.</i></p>
Action Items	<p>Please contact Workgroup staff (contact information below) with questions about the Workgroup framework, process, or timeline.</p> <ul style="list-style-type: none"> ➤ Workgroup participants to provide feedback to kwallis@manatt.com by 12/9. Alternatively, Workgroup can submit feedback through survey on State website: dss.missouri.gov/hie. ➤ Workgroup participants to send suggestions of additional stakeholders to ckrebs@primaris.org. ➤ Workgroup staff to solidify mechanism for Workgroup information distribution and discussion as well as coordination between other Workgroups. ➤ Workgroup staff to build list of resources related to consumer engagement work conducted through other organizations (weblinks discussed during the meeting are below): <ul style="list-style-type: none"> ○ New York eHealth Collaborative Consumer Advisory Council (www.nyehealth.org/consumer-advocacy) ○ Center for Democracy and Technology (www.cdt.org/issue/health-privacy) ○ Markle Foundation (www.markle.org/markle_programs/healthcare/projects/index.php) ○ eHealth Initiative (www.ehealthinitiative.org/engaging-consumers-introduction.html) ○ HISPC Consumer Engagement Materials (healthit.hhs.gov/portal/server.pt?open=512&objID=1280&PageID=16051&mode=2&cached=true) ➤ Workgroup staff to develop straw man outline of Consumer Engagement content in Strategic Plan based on feedback.
Content Reviewed Materials are available online at: dss.missouri.gov/hie	<ul style="list-style-type: none"> ➤ <i>HIE and HITECH Opportunities Overview</i> <ul style="list-style-type: none"> ○ Definitions: Health information exchange (HIE); Regional health information organization (RHIO); Health information organization (HIO); Electronic medical record (EMR); Electronic health record (EHR); Personal health record (PHR) ○ Opportunities: Medicare and Medicaid payment incentives for health information technology (IT) adoption; appropriations for HIE development; appropriations for health IT (regional centers); broadband and telehealth; workforce development; beacon communities ○ Meaningful use: Providers can draw down incentives by using certified EHR technology in a meaningful manner, including: electronic prescribing, electronic exchange of health information, and reporting on clinical quality measures ○ Missouri's projected meaningful use and HIE stimulus funding:

	<ul style="list-style-type: none"> ▪ State HIE Program: \$13.8M ▪ Medicare meaningful use: \$442M ▪ Medicaid meaningful use: \$404M ○ Missouri is a state without a strategic or operational plan; Missouri submitted an application for planning funding to develop a strategic and operational plan in 2010 ○ States across the country are taking different approaches to HIE (e.g. Idaho, Indiana, New York) ➤ <i>Project Overview</i> <ul style="list-style-type: none"> ○ Workgroup Framework – The Workgroups will provide recommendations for review and consideration of the Advisory Board. The six Workgroups are interrelated; issues and recommendations will need to be coordinated and vetted across Workgroups. ○ Project Timeline ○ Strategic Plan Requirements ➤ <i>Consumer Engagement Considerations & Key Questions</i> <ul style="list-style-type: none"> ○ How can Missouri best support consumer engagement in the Strategic and Operational Planning processes? ○ What resources should be made available to consumers relative to the process? ○ What educational resources should be developed to increase consumer awareness and understanding of HIE and health IT? ○ How will statewide HIE support consumer control and participation in their healthcare? ○ What stakeholder groups or populations will require increased outreach?
<p>Key Commentary & Discussion</p>	<ul style="list-style-type: none"> ➤ Workgroup leadership opened the meeting by emphasizing the importance of consumer trust and input in implementing HIE in the State of Missouri, and expressed their hope that a consistent group will regularly participate in the open process for developing the State's strategic and operational plans. <ul style="list-style-type: none"> ○ Broad involvement will bring a variety of perspectives to develop consensus and gain buy-in. ○ The State HIE planning process and all workgroup meetings are covered pursuant to MO Sunshine Law. ➤ It was noted that "the consumer," as it relates to this workgroup, is defined as "the patient." In the Governor's remarks before the Advisory Board, he discussed how HIT/HIE could revolutionize the current patient experience of point-to-point interactions and also expressed his strong desire to ensure that patients interests are well-represented. ➤ A question was raised about the funds available to community colleges for workforce development. ➤ Workgroup participants commented on the benefits offered by technology and added some key considerations: <ul style="list-style-type: none"> ○ Technology has the ability to empower the patient in the physician-patient relationship. For example, the Internet has made health educational resources more available to consumers and HIT/HIE now allows for significant portability of health records and has the potential to the make patient's interaction with the healthcare system more efficient; ○ Addressing patient access to information and associated health literacy issues will be important considerations; and ○ Physicians and other providers will have direct interaction with the HIT

interface thus it is also important to consider health professionals' roles and their relationships with consumers.

Workgroup Representation

- Workgroup leadership and staff also solicited feedback and suggestions for assuring adequate representation of different consumer perspectives in MO:
 - Representation from constituencies with HIV/AIDS and other chronic disease or conditions and racial/ethnic minorities is desired; and
 - Workgroup members suggested outreach to the Washington University Center for Health Communication, Planned Parenthood, and St. Louis Center for Maternal and Family Services.
- To address consumer groups not at the table, the Workgroup discussed several methods to facilitate broad representation:
 - Ensuring that meaningful use guidelines incorporate consumer needs as well as provider needs (e.g., requiring prompt/care alert functionality as a feature of meaningful use);
 - Holding town hall meetings and focus groups; and
 - Conducting random surveys at the point-of-care.

Consumer Engagement Strategy and Resources

- Extensive discussion in the workgroup occurred with regard to the communications message, strategy and tools to engage consumers.
- Workgroup participants noted that assumptions must be managed on the level of information sharing that is occurring today and discussed several key, proactive messaging points:
 - HIT/HIE can improve care coordination and efficiency and enhance quality of care overall;
 - HIT/HIE can provide patients with more control over their health care needs, not less; and
 - Appropriate mechanisms must be put in place to address any privacy and security issues.
- The Workgroup recognized the necessity for tailored messaging to address the varying levels of knowledge and sophistication of different consumer audiences.
 - One workgroup participant suggested implementing a progressive communications plan that would adjust levels of granularity to target different groups.
- There was significant workgroup discussion about how to best structure a focused consumer engagement effort.
 - Future discussion will occur on the parties who will be responsible for the development of materials and conducting outreach and media campaigns.
 - Workgroup reached consensus on targeting "centers of influence" as a pathway to engaging the consumer.
 - "Centers of influence" in Missouri include: physicians, nurse practitioners, hospital/MD office staff, care coordinators, employers, unions, Medicaid, health plans, faith based organizations, senior citizen and community centers.
 - It could also be important to provide training of frontline staff and health professionals beyond physicians (e.g., office staff/registration desk, care coordinators)

Key Decisions	<ul style="list-style-type: none"> ▪ In addition to using traditional media/communication tools, the Workgroup would also like to consider the role of social media. ▪ Access to translation services will be important.
	<ul style="list-style-type: none"> ➤ Engage in a focused consumer engagement effort with targeted messaging.
Next Meeting	<ul style="list-style-type: none"> ➤ What will be the key principles relating to consumer engagement in Missouri? ➤ What will be the major components of the consumer engagement strategy? What will be the ongoing structure to ensure consumer engagement? ➤ What will be the common and tailored elements for messaging to each of the different constituencies and centers of influence? ➤ What methods will be used to reach each constituency? ➤ Review key principles relating to consumer engagement applied in other states. ➤ Review outline of Strategic Plan.
Workgroup Staff Contact Information	<ul style="list-style-type: none"> ➤ Charlotte Krebs – ckrebs@primaris.org ➤ Melinda Dutton – mdutton@manatt.com ➤ Alice Lam – alam@manatt.com <p>Workgroup co-chair Scott Lakin also provided his e-mail to participants – xrep33@hotmail.com</p>